



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 103081

**Schedule Dates** 10/09/12-10/15/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1904/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 10/01/12  
**Last Modified** 10/01/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07909309  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,790.00  
**Net Total** \$66,810.00  
**Sales Tax**

## WBNS-TV (WBNS)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 49        | \$78,600.00        |
| <b>Grand Total:</b> | <b>49</b> | <b>\$78,600.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station        | Comments                | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|-------------------------|---------|
| 1.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 5A- 5:55A (EST)      | 1   |    | X  | X  | X  | X  |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | 5A NEWS                 | 10/1/12 |
| 2.0  | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 5:57A- 7A (EST)      | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | 6A NEWS                 | 10/1/12 |
| 3.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 7A- 8A (EST)         | 2   |    | X  | X  | X  | X  |    |    | 2     | \$1,200.00 | \$2,400.00 | WBNS-TV (WBNS) | CBS THIS MORNING AT 7AM | 10/1/12 |
| 4.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 8A- 8:55A (EST)      | 2   |    | X  | X  | X  | X  |    |    | 2     | \$1,000.00 | \$2,000.00 | WBNS-TV (WBNS) | CBS THIS MORNING AT 8AM | 10/1/12 |
| 5.0  | Normal Line / SPOT             | 10/13/12-10/13/12 | 3   | :30    | 4:58A- 6:56A (EST)   | 1   |    |    |    |    |    | X  |    | 1     | \$400.00   | \$400.00   | WBNS-TV (WBNS) | SAT AM NEWS             | 10/1/12 |
| 6.0  | Normal Line / SPOT             | 10/14/12-10/14/12 | 3   | :30    | 8:58A- 10:30A (EST)  | 1   |    |    |    |    |    |    | X  | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | CBS SUNDAY MORNING      | 10/1/12 |
| 7.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 8:58A- 9:55A (EST)   | 2   |    | X  | X  | X  | X  |    |    | 2     | \$800.00   | \$1,600.00 | WBNS-TV (WBNS) | KELLY                   | 10/1/12 |
| 8.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 9:58A- 10:55A (EST)  | 4   |    | X  | X  | X  | X  |    |    | 4     | \$800.00   | \$3,200.00 | WBNS-TV (WBNS) | DEAL                    | 10/1/12 |
| 9.0  | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 10:58A- 11:57A (EST) | 3   |    | X  | X  | X  | X  |    |    | 3     | \$800.00   | \$2,400.00 | WBNS-TV (WBNS) | TPIR                    | 10/1/12 |
| 10.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 11:58A- 12:30P (EST) | 3   |    | X  | X  | X  | X  |    |    | 3     | \$1,200.00 | \$3,600.00 | WBNS-TV (WBNS) | NOON NEWS               | 10/1/12 |
| 11.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 12:30P- 2P (EST)     | 2   |    | X  | X  | X  | X  |    |    | 2     | \$1,200.00 | \$2,400.00 | WBNS-TV (WBNS) | SOAPS                   | 10/1/12 |
| 12.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 2P- 3P (EST)         | 3   |    | X  | X  | X  | X  |    |    | 3     | \$800.00   | \$2,400.00 | WBNS-TV (WBNS) | THE TALK                | 10/1/12 |
| 13.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 3P- 3:55A (EST)      | 3   |    | X  | X  | X  | X  |    |    | 3     | \$800.00   | \$2,400.00 | WBNS-TV (WBNS) | PHIL                    | 10/1/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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## Contract # 103081

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**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1904/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 10/01/12  
**Last Modified** 10/01/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07909309  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,790.00  
**Net Total** \$66,810.00  
**Sales Tax**

## WBNS-TV (WBNS)

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|---------------------|-----------|--------------------|
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| <b>Grand Total:</b> | <b>49</b> | <b>\$78,600.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station        | Comments                | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|-------------------------|---------|
| 14.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 3:58P- 5P (EST)      | 3   |    | X  | X  | X  | X  |    |    | 3     | \$800.00   | \$2,400.00 | WBNS-TV (WBNS) | OZ                      | 10/1/12 |
| 15.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 6:58P- 7:30P (EST)   | 3   |    | X  | X  | X  | X  |    |    | 3     | \$2,800.00 | \$8,400.00 | WBNS-TV (WBNS) | JEOPARDY                | 10/1/12 |
| 16.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 7:30P- 7:57P (EST)   | 3   |    | X  | X  | X  | X  |    |    | 3     | \$2,800.00 | \$8,400.00 | WBNS-TV (WBNS) | WHEEL                   | 10/1/12 |
| 17.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 9P- 10P (EST)        | 1   | X  |    |    |    |    |    |    | 1     | \$6,000.00 | \$6,000.00 | WBNS-TV (WBNS) | 2 BROKE GIRLS/MIKE      | 10/1/12 |
| 18.0 | Normal Line / SPOT             | 10/12/12-10/12/12 | 3   | :30    | 7:57P- 9P (EST)      | 1   |    |    |    |    | X  |    |    | 1     | \$4,000.00 | \$4,000.00 | WBNS-TV (WBNS) | CSI NY                  | 10/1/12 |
| 19.0 | Normal Line / SPOT             | 10/14/12-10/14/12 | 3   | :30    | 8P- 9P (EST)         | 1   |    |    |    |    |    |    | X  | 1     | \$8,000.00 | \$8,000.00 | WBNS-TV (WBNS) | AMAZING RACE            | 10/1/12 |
| 20.0 | Normal Line / SPOT             | 10/14/12-10/14/12 | 3   | :30    | 9P- 10P (EST)        | 1   |    |    |    |    |    |    | X  | 1     | \$6,000.00 | \$6,000.00 | WBNS-TV (WBNS) | GOOD WIFE               | 10/1/12 |
| 21.0 | Normal Line / SPOT             | 10/09/12-10/12/12 | 3   | :30    | 11:35P- 12:37A (EST) | 1   |    | X  | X  | X  | X  |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | LETTERMAN               | 10/1/12 |
| 22.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 8A- 8:55A (EST)      | 1   | X  |    |    |    |    |    |    | 1     | \$1,000.00 | \$1,000.00 | WBNS-TV (WBNS) | CBS THIS MORNING AT 8AM | 10/1/12 |
| 23.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 8:58A- 9:55A (EST)   | 1   | X  |    |    |    |    |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | LIVE WITH KELLY         | 10/1/12 |
| 24.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 11:58A- 12:30P (EST) | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | NOON NEWS               | 10/1/12 |
| 25.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 12:30P- 2P (EST)     | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | SOAP ROTATION           | 10/1/12 |
| 26.0 | Normal Line / SPOT             | 10/15/12-10/15/12 | 3   | :30    | 2P- 3P (EST)         | 1   | X  |    |    |    |    |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | THE TALK                | 10/1/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

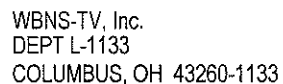
Date:

Accepted-Station:

Date:

Comments:

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| <b>Advertiser</b>     | Obama for America (6765)                     |
| <b>Agency</b>         | GMMB (4408)                                  |
| <b>Product</b>        | Political/Candidate (1161)                   |
| <b>Brand</b>          | political candidate (1775)                   |
| <b>Salesperson</b>    | Philadelphia Office, Philly (1680)           |
| <b>Sales Office</b>   | Eagle Television/Philadelphia Office         |
| <b>Buyer Name</b>     | KAUFMA, MEREDITH                             |
| <b>Phone/Fax</b>      | /  |
| <b>CPE</b>            | 95/101/1904/SKED C                           |
| <b>Account Types</b>  | National/Political                           |
| <b>Billing Type</b>   | Standard                                     |
| <b>Comments</b>       | OBAMA/P/D SKED C<br>OBAMA FOR AMERICA SKED C |

|                      |              |
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| <b>Date Entered</b>  | 10/01/12     |
| <b>Last Modified</b> | 10/01/12     |
| <b>Entered By</b>    | Kathy Sparks |
| <b>CO-OP</b>         | No           |
| <b>Headline #</b>    | ECR07909309  |
| <b>Demo</b>          |              |
| <b>Order Type</b>    | Normal       |
| <b>Package Deal</b>  |              |
| <b>Commission %</b>  | 15.00        |
| <b>Commission</b>    | \$11,790.00  |
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| <b>Sales Tax</b>     |              |

| <u>By Broadcast Month</u> | <u>Spots</u> | <u>Rate</u>        |
|---------------------------|--------------|--------------------|
| Oct. 2012                 | 49           | \$78,600.00        |
| <b>Grand Total:</b>       | <b>49</b>    | <b>\$78,600.00</b> |

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